

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Charles J. RIZZO et al.
Serial No. : 10/713,428
Filed : November 17, 2003
Title : MAGNETIC ADVERTISEMENT

Art Unit : 3611
Examiner : Unassigned

Commissioner for Patents
P.O. Box 1450
Alexandria, VA. 22313-1459

INFORMATION DISCLOSURE STATEMENT

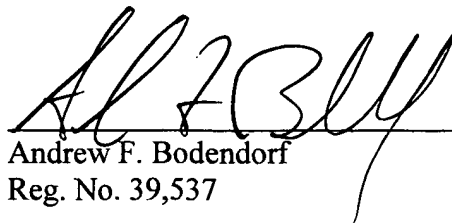
Applicant hereby submits the following information in accordance with the duty of disclosure set forth in 37 CFR § 1.56. In accordance with 37 CFR §§ 1.97 and 1.98, a copy of the foreign-patent literature and English translation of the Abstract are enclosed. This information disclosure statement is being presented before the first office action on the merits, and therefore no fee is due.

To assist the Examiner, the documents for consideration are listed on the attached forms PTO-1449. The examiner is respectfully requested to consider each of the documents listed on the forms PTO-1449 indicating consideration by initialing the appropriate area next to each document. It is respectfully requested that an Examiner-initialed copy of these forms be returned to the undersigned.

Applicant also brings to the Examiner's attention co-pending U.S. Application No. 10/739,107, which may contain information that the Examiner may determine to be material to the examination of the above-identified application.

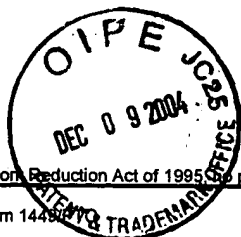
Respectfully submitted,

Date: DECEMBER 9 2004



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PTO/SB/08A (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449 (Rev. 10/97)

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1

of 3

Complete if Known

Application Number	10/713,428
Filing Date	November 17, 2003
First Named Inventor	Charles J. Rizzo
Art Unit	3611
Examiner Name	Unassigned
Attorney Docket Number	Magna-001001

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		US- 2,967,038	1/3/1961	Lennemann	
		US- 3,078,183	2/19/1963	Karalus	
		US- 3,195,022	7/13/1965	Staver	
		US- 3,372,503	3/12/1968	Weeks	
		US- 3,532,652	10/6/1970	Zang et al.	
		US- 3,713,238	1/30/1973	Hyman et al.	
		US- 4,310,978	1/19/1982	Stern	
		US- 4,457,425	7/3/1984	Cooper et al.	
		US- 4,549,532	10/29/1985	Baermann	
		US- 4,605,292	8/12/1986	McIntosh	
		US- 4,663,874	5/12/1987	Sano et al.	
		US- 4,713,901	12/22/1987	Wells et al.	
		US- 4,877,657	10/31/1989	Yaver	
		US- 5,261,174	11/16/1993	Blegen	
		US- 5,458,282	10/17/1995	Martin	
		US- 5,676,307	10/14/1997	Martin	
		US- 5,868,498	2/9/1999	Martin	
		US- 5,983,537	11/16/1999	Johnson	
		US- 6,024,277	2/15/2000	Martin	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁶
		Country Code ³ Number ⁴ Kind Code ⁵ (if known)				
		JP-S62-43481	2/25/1987	Akaha		<input checked="" type="checkbox"/>
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						<input type="checkbox"/>

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND

TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Substitute for form 1449/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>		Application Number	10/713,428
		Filing Date	November 17, 2003
		First Named Inventor	Charles J. Rizzo
		Art Unit	3611
		Examiner Name	Unassigned
		Attorney Docket Number	Magna-001001
Sheet	2	of	3

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Examiner Signature		Date Considered	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 3 of 3

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U. S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner
Signature**

Date
Considered

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